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Questions relating to information

Report of the Secretary-General

Summary

The present report, prepared pursuant to General Assembly resolution 72/90 B, contains highlights of recent activities of the Department of Public Information, focusing on the areas reflected in the resolution and in the deliberations of the Committee on Information at its fortieth session. It also contains an update on the reform process that is under way in the Department, noting the expressions of support in the Committee for the reforms, including for the renaming of the Department as the "Department of Global Communications", and taking into account the priorities established by the Committee.

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I. Introduction

1. In paragraph 104 of its resolution 72/90 B, the General Assembly requested the Secretary-General to report to the Committee on Information at its fortieth session and to the Assembly at its seventy-third session on the activities of the Department of Public Information and on the implementation of all recommendations and requests contained in that resolution. Accordingly, the Department submitted three reports for consideration by the Committee at its fortieth session, held from 1 to 11 May 2018 (A/AC.198/2018/2, A/AC.198/2018/3 and A/AC.198/2018/4). The deliberations of the Committee with regard to those reports are reflected in the report of the Committee on its fortieth session (A/73/21).

2. The present report contains updates to the information provided to the Committee on Information at its fortieth session, including a summary of activities undertaken by the Department from March to September 2018 through its three subprogrammes: strategic communications services, news services and outreach and knowledge services.

3. The Committee on Information, at its fortieth session, made reference to the reforms to the Department of Public Information including the Under-Secretary-General for Global Communications undertaking to better communicate the priorities established by Member States, with a view to the Department adapting its capacity and work to the current trends of global communication. The Committee expressed its support for such reform and for the renaming of the Department as the "Department of Global Communications", which would align with the title of the Under-Secretary-General.

4. The need for reform is clear: at a time of rapid change in the communications landscape and the emergence of big data, new technologies and competing sources for news and information, the Department of Public Information must change to create rapid, strategic and integrated communications so as to ensure that the United Nations story reaches and engages people in the languages they understand and via digital and traditional media platforms.

5. The reform objectives reflect the Department's move to become a more agile and modern in its operation, to increase engagement, both internally and with external stakeholders, and to strive for excellence in its work. It requires making improvements across the Department that focus on opportunities for increasing impact in all its communications, while increasingly focusing and engaging young people in the achievement of the 2030 Agenda for Sustainable Development.

6. In order to realise its reform objectives, the Department has identified, through a staff-led process with external assistance and building on independent evaluations and staff surveys, a set of initiatives for change in the areas of leadership and strategy, resource management and operational efficiency. Throughout the reform process, the Department has also had discussions with, and received valuable inputs from, Member States. When fully implemented, between now and the end of 2019, the initiatives are intended to achieve the aim of more effective communications that further amplify United Nations messages.

II. Strategic communications services, including United Nations information centres

A. Peace and security

7. In 2018, the International Day of United Nations Peacekeepers (29 May) was commemorated under the theme "United Nations peacekeeping: 70 years of service and sacrifice". To mark the occasion, the Department of Public Information planned and conducted activities at Headquarters and globally and produced multiple related information products. The Department worked closely with the Department of Peacekeeping Operations in implementing a social media campaign and creating a multimedia exhibit in the Visitors' Lobby at Headquarters that featured over 50 photos from the past seven decades, along with a popular virtual reality video on the work of peacekeepers serving in the Democratic Republic of the Congo. The Department of Public Information also produced many press releases for countries that had lost uniformed personnel in 2017.

8. At the request of the Committee on Information, the Department has extended the implementation of the "Service and sacrifice" campaign, which has already targeted dozens of troop- and police-contributing countries from Africa, Asia, Europe and the Americas through its video, audio, photo, text and social media products.

9. United Nations information centres developed strategic partnerships for the campaign. For example, in July, the United Nations information centre in Jakarta partnered with the Indonesian National Defence Forces Peacekeeping Centre to brief an Indonesian maritime task force readying for deployment to United Nations peacekeeping operations. The event helped to highlight the individual sacrifice and commitment of United Nations peacekeepers while also providing an opportunity to show appreciation to troop- and police-contributing countries. In June, the United Nations information centre in Cairo, jointly with the Egyptian Ministry of Foreign Affairs and the Cairo International Center for Conflict Resolution, Peacekeeping and Peacebuilding, organized a remembrance activity for fallen Egyptian peacekeepers.

10. The Department provided communications support to the Deputy Secretary-General during her visit to Liberia in March 2018 to mark the end of the mandate of the United Nations Mission in Liberia. Her visit resulted in substantial and positive media reporting on the mission's many accomplishments, the benefits it brought to the Liberian population and the important role that troop- and police-contributing countries played.

11. The Department provided communications support to the Office of Counter-Terrorism to raise awareness about the United Nations High-level Conference of Heads of Counter-Terrorism Agencies of Member States, held on 28 and 29 June 2018, the first such event convened by the Secretary-General. A communications plan and a visual identity were developed for the conference, along with a web page in the six official languages of the United Nations and a video. The Department promoted the event on its accounts on social media platforms and through United Nations News.

12. To honour the victims of terrorism, the Department continued to support the Working Group on victims' needs and rights, working with the Office of Counter-Terrorism to plan communications activities for the first observance of the newly established International Day of Remembrance of and Tribute to the Victims of Terrorism, on 21 August 2018. They included a series of videos featuring the voices of survivors of terrorism and offering alternate narratives to those of violent extremists.

13. The Department also continued to proactively promote the United Nations system-wide approach to combating sexual exploitation and abuse, including through extensive multilingual social media outreach, to build understanding and support for the approach among key audiences, and regular public reporting on the status of allegations.

14. The Department provided communications support to the Office for the Coordination of Humanitarian Affairs to amplify the "Not a target" campaign (#notatarget) for World Humanitarian Day on digital platforms and through events organized by the network of United Nations information centres.

B. Human rights

15. The Department developed branding for the seventieth anniversary of the adoption by the General Assembly of the Universal Declaration of Human Rights that was displayed on billboards in 12 countries (Chile, Colombia, Côte d'Ivoire, Dominican Republic, Mexico, Oman, Qatar, Republic of Korea, South Africa, Thailand, United Arab Emirates and United States of America) through a pro bono agreement between the Office of the United Nations High Commissioner for Human Rights and the advertising agency JC Decaux.

16. A Department-led campaign calling for videos of people reading articles of the Declaration continued to attract recordings from around the world, bringing the number of videos posted on the dedicated page on the United Nations website to more than 1,200, in 72 languages, by users from 117 countries. The United Nations information centre in Kathmandu launched a social media campaign to raise awareness of the Declaration, recording, producing and publishing video clips of people reading sections of the document not only in the country's official language, Nepali, but also in the regional languages of Bhojpuri, Maithili, Tamang and Tharu.

17. In collaboration with the Special Adviser to the Secretary-General on the Prevention of Genocide, the Department rolled out a public advocacy campaign for the universal ratification of the Convention on the Prevention and Punishment of the Crime of Genocide, the seventieth anniversary of the adoption of which is also being marked in 2018.

18. Nelson Mandela International Day, on 18 July 2018, marked 100 years since the birth of the human rights icon. An exhibition in the Visitors' Lobby, on display from 9 July to 2 September, organized by the Department in cooperation with the Permanent Mission of South Africa to the United Nations celebrated Mandela's legacy and highlighted United Nations initiatives taken in his honour. Following the meeting of the General Assembly on 18 July, some 100 United Nations staff and delegates spent an afternoon working with disadvantaged young people in community gardens in a volunteer activity organized in collaboration with the Office of the Mayor of the City of New York. Events and activities were also organized by the United Nations information centres in in Antananarivo, Brazzaville, Cairo, Colombo, Dakar, Islamabad, Jakarta, Lagos, Nigeria, Lima, Lomé, Lusaka, Manama, Manila, Mexico City, Moscow, Nairobi, Pretoria, Rio de Janeiro, Brazil, Tehran and Yaoundé.

19. The five-day "Indigenous media zone" organized at Headquarters from 16 to 20 April 2018, during the seventeenth session of the Permanent Forum on Indigenous Issues, which helped to amplify indigenous voices and strengthen outreach efforts to indigenous communities, featured more than 30 panels and interviews with indigenous women, young people and human rights defenders from around the world streamed live on United Nations Web TV and Facebook and through indigenous community media channels.

20. A United Nations memorial ceremony for the International Day of Reflection on the 1994 Genocide against the Tutsi in Rwanda (7 April), organized in collaboration with the Permanent Mission of Rwanda to the United Nations and held in the General Assembly Hall, attracted hundreds of Rwandan community members, students and other representatives of civil society. Events were also organized by United Nations information centres, including those in in Antananarivo, Brazzaville, Dakar, Dar es Salaam, United Republic of Tanzania, Geneva, Lusaka, Nairobi, Pretoria and Yerevan. The Secretary-General's statement calling for action to prevent genocide was covered by media across Africa, Asia and Europe and in Australia.

C. Promotion of the Sustainable Development Goals

21. The Department worked closely with the Department of Economic and Social Affairs to develop communication materials and tools, including a press kit, media outreach, web and social media assets and a "Sustainable Development Goal media zone" to promote the high-level political forum on sustainable development, on 16 and 17 July 2018, especially the impactful and innovative steps that Governments and other advocates are taking to achieve the Goals. The communications products, which focused on progress made on the Goals in general, and in particular the six under review during the forum, also highlighted related contributions made by young people, including the Young Leaders for the Sustainable Development Goals and Young Champions of the Earth.

22. During the reporting period, the Department of Public Information organized and managed two major Sustainable Development Goal media zones, which made it possible for participants, including young people, entrepreneurs and business leaders and social media "influencers", along with government officials and representatives of international organizations and civil society, to share innovative ideas and information on the work being done to achieve the Sustainable Development Goals. The programmes in the media zones streamed live during the high-level political forum on sustainable development, and are planned to do the same during the opening meetings of the General Assembly from 24 to 28 September 2018, whose key themes included youth engagement and gender equality.

23. The Department supported the "Little x little" campaign, the first collaboration of its kind between the advertising industry and Google in support of the Sustainable Development Goals. With a focus on young people, the campaign aims at leveraging the power of YouTube and global influencers to mobilize the young people of "Generation Z" to carry out 2 billion acts of good. Since its launch in March 2018, the campaign's video content on the YouTube channel has received more than 60 million views.

24. In June, on the occasion of the tenth anniversary of the entry into force of the Convention on the Rights of Persons with Disabilities, the Department produced a video featuring the Secretary-General and artist, activist and YouTube influencer Jillian Mercado that focused on women and girls with disabilities. The video received 40,000 views. In parallel, a Department-produced video posted on social media featuring deaf artist, activist and influencer Nyle DiMarco highlighting the rights of persons with disabilities gained 162,000 impressions on Twitter.

25. The Department is engaged in promoting the International Decade for Action, "Water for Sustainable Development", 2018–2028, and the implementation of Sustainable Development Goal 6. In advance of the commencement of the International Decade on 22 March 2018, the Department began promoting the report of the High-level Panel on Water on the global water crisis and water and sanitation solutions through social media and by conducting outreach to the media, efforts that

continued through the high-level political forum on sustainable development and are planned to continue during the seventy-third session of the General Assembly.

26. The Department has continued to work closely with the secretariat of the European Union-United Nations Spotlight Initiative to end violence against women by providing communications, logistic, design, video and web support, launching the "Her story, our story" campaign (#herstoryourstory) in March and organizing the Spotlight Initiative presence at the European Development Days in June.

D. Special information programme on the question of Palestine

27. In Moscow in September, the Department held its 2018 International Media Seminar on Peace in the Middle East. The event brought together 32 diplomats, journalists, media experts and youth representatives from different parts of the world. Participants discussed media-related issues and trends connected to the Israel-Palestine conflict.

28. The Department also provided outreach and communications support to the two-day United Nations Forum on the Question of Palestine held at Headquarters on 17 and 18 May 2018.

E. New Partnership for Africa's Development

29. The Department continued to raise global awareness of and support for the New Partnership for Africa's Development through its magazine *Africa Renewal* and the *Africa Renewal* website, which is maintained in English and French. During the reporting period, the Department produced a special edition on youth and another on the recent agreement between member States of the African Union on an African Continental Free Trade Area. The magazine was among the international media sponsors of the "Africa summit 2018" of the London School of Economics, which brought together young African scholars in April. Between January and June, the Department wrote 59 magazine news features in English and French, which were republished 738 times in 339 media outlets from 39 countries.

30. The Department continued to work closely with the African Union to raise public awareness of the Agenda 2063 and the Sustainable Development Goals. In June, during the launch of the Sahel support plan at the African Union summit in Nouakchott, the Department helped the teams on the ground to edit, design and translate into French communication materials and coordinated media coverage.

31. With regard to gender equality and the empowerment of women, the Department provided communications support to the Office of the Special Adviser to the Secretary-General on Africa in March for a side event on the African Women's Decade held during the sixty-second session of the Commission on the Status of Women and in June for side event on the role of African women in fighting terrorism held on the margins of the United Nations High-level Conference of Heads of Counter-Terrorism Agencies of Member States.

F. United Nations information centres

32. United Nations information centres continued to organize a wide range of advocacy and awareness-raising activities with local partners to promote sustainable development and other issues.

33. In June, the United Nations information centre in Mexico City launched an initiative to promote the Sustainable Development Goals through 24 large murals painted on the walls of Central de Abasto, the largest wholesale market in Latin America, which welcomes some 500,000 visitors per day. The information centre promoted the event across its website and social media accounts; it received significant media coverage in more than 100 local media outlets within the first week of its launch. In cooperation with the United Nations Regional Information Centre for Western Europe, in Brussels, in April, the official radio station of the city of Athens, Athina 98.4, which also broadcasts through a nationwide radio network, began a series of programmes entitled, "Athens has Goals", focused on the Sustainable Development Goals. The inaugural broadcast featured a two-hour programme on the Sustainable Development Goals and how they will be accomplished by 2030.

34. The Department is strengthening the communications capacity of its field offices for more digital, impact-driven communications. It is aligning its work with the reform efforts of the Secretary-General relating to the United Nations development system to ensure improved integration and coordination of United Nations communications. As part of that process, the Department has engaged with all of its field offices to develop synergies with larger United Nations information centres providing real-time support to smaller offices in their region or subregion on both the programme and operational sides.

35. In anticipation of the shift to the global service delivery model, the Department organized a workshop in Beirut in June for the final group of United Nations information centres scheduled to adopt Umoja for improved reporting and resource monitoring.

G. Multilingualism

36. United Nations information centres continued to engage with a wide range of audiences in their local languages for greater reach and impact, publishing information about the work of the United Nations in 84 languages while carrying out activities in five of the six official languages of the United Nations.

37. Demonstrating the effectiveness of working closely with United Nations system partners across duty stations on multilingual projects, the United Nations information centre in Rio de Janeiro developed an interactive multimedia web portal in Portuguese for the United Nations country team in Angola.

H. Youth

38. Young people are vital partners and a key audience for United Nations information centres, given that the information centres promote the priorities and inform about the work of the United Nations through local activities.

39. In June, during the visit to Uzbekistan of the Envoy of the Secretary-General on Youth, the United Nations office in Tashkent organized a social media zone that included a Facebook live event with a view to galvanizing young people into contributing to the 2030 Agenda and informing them about the participation of the Envoy in an international conference on the role of young people in preventing and countering violent extremism and radicalization that lead to terrorism.

40. Together with the Central Bank of Lebanon and students from local universities, the United Nations information centre in Beirut joined the Hult Prize Foundation in organizing the Hult Prize national competition in Lebanon. The series of competitions, running from March through September 2018, is serving as an

incubator for youth-driven innovation and entrepreneurship, as university students competed in presenting proposals for projects to harness clean, renewable energy.

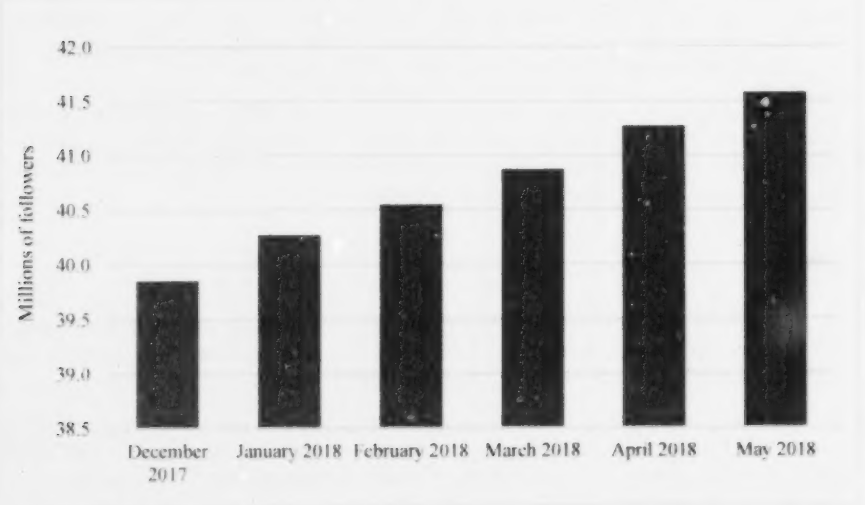
III. News services

A. Social media

41. Responding to industry research documenting a continued growth in social media use in emerging and developed markets, the Department is implementing a multilingual social media strategy geared towards language parity and better serving the needs of diverse audiences. By limiting its use of large files, when appropriate, the Department has been better able to reach audiences with limited or costly connectivity or with limited access to reliable sources of energy.

42. The social media team continues to focus on producing two types of content: timely, engaging material optimized for each language and audience; and material explicitly showing the impact and relevance of the work of the United Nations. As a result, reach and engagement for the flagship accounts have been growing steadily. During the reporting period, the social media accounts collectively gained an average of more than 340,000 additional fans or followers per month, bringing the grand total, including for the accounts on Facebook, Instagram, Twitter, WeChat and Sina Weibo and other related platforms, as at May 2018 to more than 40 million across eight languages, the six official languages of the United Nations and Kiswahili and Portuguese (see figure I).

Figure I
United Nations corporate social media account followers, December 2017 to May 2018

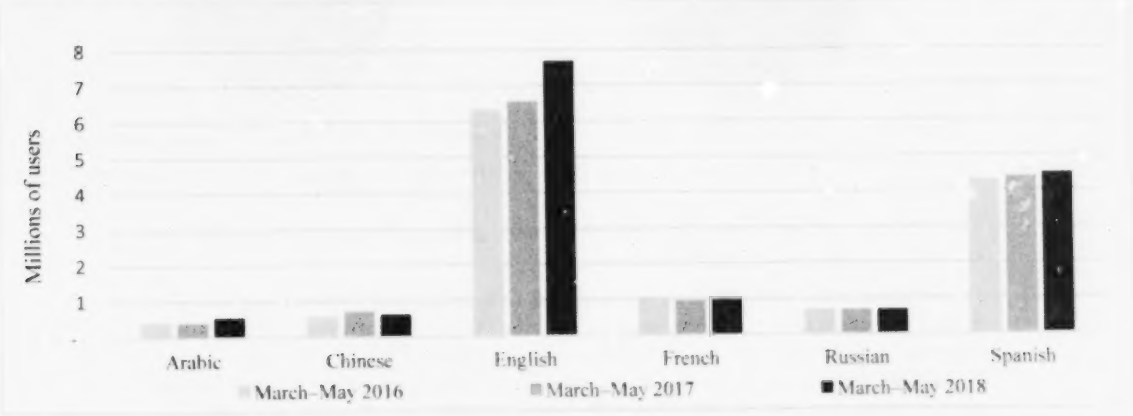


43. While audience sizes and rates of engagement varied across languages, extensive growth was measured, especially in Portuguese and Spanish. Engagement is increasing among users in Russian as well, with content relating to the Sustainable Development Goals proving to be particularly popular.

B. Web and digital

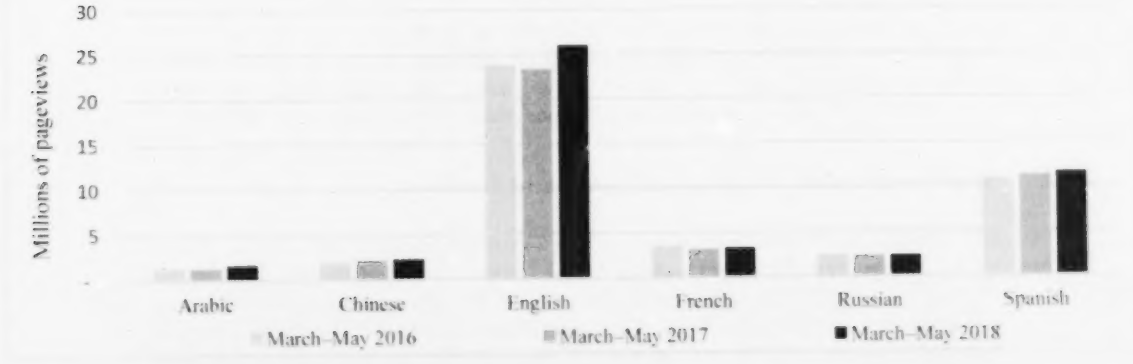
44. In the first half of 2018, traffic to the United Nations website (www.un.org) continued to increase at a steady rate. The website reached 14.8 million users across all languages during the period March to May 2018, a growth of 9.16 per cent over the corresponding months in 2017 (see figure II).

Figure II
Reach by language of user, 2016 to 2018



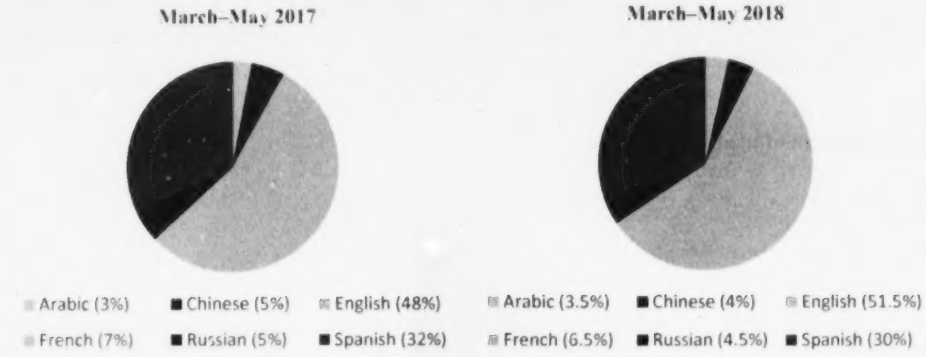
45. Audience engagement in the United Nations website also increased between March and May 2018, with total pageviews in all languages reaching 46.3 million, a growth of 7.6 per cent over the same months in 2017 (see figure III).

Figure III
Engagement by language of user, by pageviews, 2016–2018



46. The language proportions of audiences has not changed significantly over the past year, although audience share is slightly greater in Arabic and English compared with 2017 (see figure IV).

Figure iV
Audience share by language, 2017 and 2018



47. Overall, the languages that display the most growth in users over the past year are Arabic, English and Spanish.

48. Within the United Nations website, the web pages that experienced the most notable increases in engagement were those in the "Observances" and "Global Issues" sections. Following the General Assembly resolutions concerning new United Nations observances, web pages in all six official languages of the United Nations were created for World Bee Day (20 May), World Bicycle Day (3 June), the International Day of Parliamentarism (30 June) and the International Day of Sign Languages (23 September).

49. The Department also partnered with the United Nations trust fund for human security to launch a new website for the trust fund containing some 1,300 web pages aligning with branding, multilingual and web accessibility standards.

50. The information architecture of the Department's Sustainable Development Goals website, with its significant annual engagement of over 15 million pageviews, has been restructured to address user interests and interaction patterns, and the design was refreshed to match current United Nations web branding standards.

51. The Department partnered with the Department of Peacekeeping Operations in upgrading the main United Nations Peacekeeping website in the six official languages of the United Nations and in rolling out a new United Nations Peacebuilding website along with a new website for the United Nations peace and development trust fund.

C. Multimedia and multilingual news and features

52. Multilingual multimedia news coverage provides an overview for the global public of how the different parts of the United Nations system deliver on a vast range of pressing priorities. The Department provided multimedia communications support and coverage of the joint United Nations-African Union visit led by the Deputy Secretary-General to Chad and the Niger in July that highlighted the role of women in peace and security and development and drew media attention to the subregion. Through audio, print and online text, photographs, videos and social media, the Department's news and feature products are reaching remote communities without connectivity as well as communities with broad digital access.

53. To address the communications challenges posed by the digital divide, the Department continued to partner with media outlets in Africa in particular. Building

on past collaboration, the Department developed several new radio partnerships in Liberia, Nigeria and Senegal and is currently pursuing television partnerships in other countries in Africa.

54. Towards balancing digital and traditional media, the United Nations News teams continued to work in the six official languages of the United Nations and in Portuguese and Kiswahili to feature United Nations issues and produce system-wide content for news platforms. News aggregators, some of which are multilingual, regional news outlets and United Nations system websites have regularly featured United Nations News stories.

55. In February 2018, the Department launched its integrated multimedia United Nations News website, consolidating parallel platforms in order to provide a unified user experience, incorporating text, audio and video content. Overall pageviews of the United Nations News sites subsequently increased by 40 per cent in March through May 2018 compared with the same period in 2017, with the greatest increases in Arabic (100 per cent), French (47 per cent) and Spanish (40 per cent) (see figure V). In line with audience preferences and industry practices, the United Nations News mobile application was changed so that users could receive alerts, view mobile-friendly videos and download podcasts.

56. United Nations News in Arabic adopted innovative ways to cover politically complex issues in the Middle East and North African regions, recording audience spikes for stories on Yemen, the Syrian Arab Republic and the tenth emergency special session of the General Assembly, on Palestine. Other priority topics covered by the Arabic team included stories about the protection of civilians, migrants and refugees, the rights of persons with disabilities and human rights, resulting in strong engagement on social media platforms and an increase in visits to the news platforms.

57. Content from United Nations News in Chinese, which drew a high proportion of its audience from young people in the "Millennials" cohort, flourished on microvideo sites, as the team also continued to solidify media partnerships, including with major radio stations such as China National Radio, Radio Beijing and Radio Shanghai. Frequent live link-ups with China National Radio drew audiences in the millions. Multimedia coverage increased on topics including the 2030 Agenda, gender and health priorities. The "Service and sacrifice" campaign features on Chinese peacekeepers were picked up by almost all major Chinese media outlets.

58. United Nations News in English continued to provide innovative, impactful and timely coverage of the Organization's activities, registering a pageview increase of almost 30 per cent during the reporting period. Coverage highlights included the Secretary-General's launch of the "Action for peacekeeping" initiative, the new agenda for disarmament and development system reform. Content created to support social media included videos explaining the role of the United Nations in nuclear non-proliferation, Security Council sanctions and the process for the election of judges to the International Court of Justice. Expanded podcasts featured the Special Representative of the Secretary-General on Sexual Violence in Conflict discussing the situation of Rohingya women and twin activists from Ghana discussing combatting the challenges surrounding albinism.

59. United Nations News in French received some 40 per cent more pageviews than in the same period in 2017, with the majority of its audience being young people in the "Millennials" cohort. Between March 2017 and March 2018, the United Nations News in French Twitter account had garnered a total of 1.47 million impressions, an 8 per cent increase compared with the preceding period. Strengthened partnerships included that with Ecoradio.FM, a web-based radio network in France affiliated with the Associated Schools Network programme of the United Nations Educational, Scientific and Cultural Organization (UNESCO) that focuses on education for

sustainable development and global citizenship. Podcasts were also produced on youth, including one featuring Moussa Ngom, a young, United Nations-awarded Senegalese journalist, for Press Freedom Day. He is one of the seven winners of the "Voices of a brighter future" competition organized by the Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States.

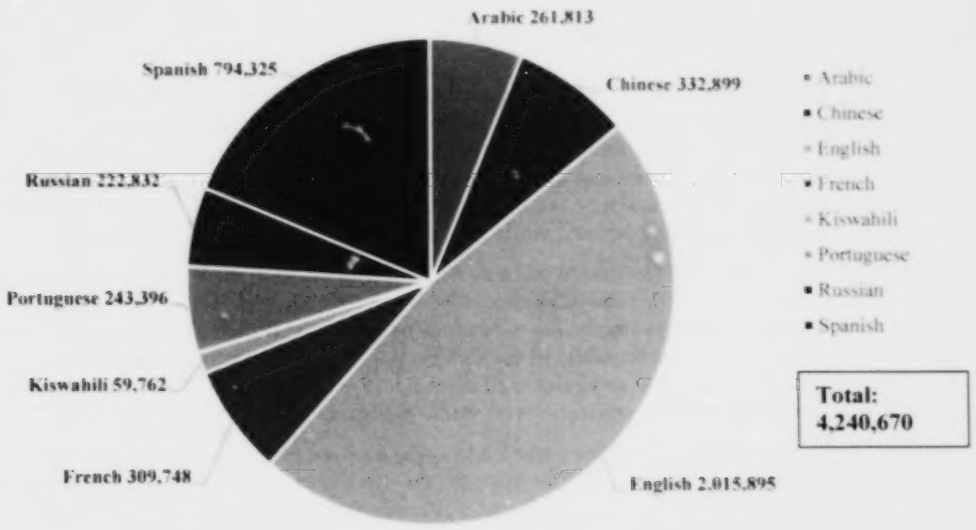
60. United Nations News in Kiswahili produced multimedia content on issues such as United Nations peacekeeping operations, youth and the Sustainable Development Goals for target audiences in Africa and the diaspora. Working with stringers in the region made it possible for the team to incorporate local voices, highlighting, for example, the plight of thousands of refugees from the Democratic Republic of the Congo in camps in Uganda. Daily Facebook Live videos helped it to gain new television partners across the region, with some using programmes on a daily basis, including Zenji TV in Zanzibar, United Republic of Tanzania, Tanzania Broadcasting Corporation, and Beni Radio and TV in the Democratic Republic of the Congo. Six new partners were acquired between March and June from radio, television and blogs.

61. United Nations News in Portuguese served Lusophone audiences, including young people, through new products and targeted news and feature coverage. Stringers in Lusophone Africa were trained on creating multimedia and social media content in order to enhance coverage. The flagship daily multimedia Destaque ONU News, with video stories and live videos on Lusophone countries, garnered an increase of over 40 per cent in subscriptions on the Portuguese YouTube channel in just five months. Some of the videos were rebroadcast by partners such as TV Globo International.

62. United Nations News in Russian continued to produce news and features on global issues as well as issues relevant to target audiences. Interviews conducted with key United Nations officials addressed issues such as humanitarian affairs, counterterrorism and the rule of law. Multimedia coverage resulted in greater engagements compared with the preceding year. United Nations News in Russian products were rebroadcast and republished by major news agencies with different political leanings, a testament to its balanced coverage. New media partners included the Russian news aggregator Yandex Radio and RTN TV, Russian radio and television stations in the United States.

63. United Nations News in Spanish produced coverage tailored to the changing needs and demands of its audiences. The team worked closely with counterparts from United Nations information centres to feature local stories resonating with Latin American audiences. Social media successes included a video produced in partnership with the Office of the United Nations High Commissioner for Human Rights by actor and director Gael García Bernal that reached 1.2 million people on Facebook and garnered more than 400,000 views. In the first four months since the launch of the new, integrated United Nations News platform, the Spanish news centre Noticias ONU received more than 922,000 pageviews, a total increase of 40 per cent.

Figure V
United Nations News pageviews by language, March–May 2018



D. Press and meetings services

64. Between March and September 2018, the Meetings Coverage Section produced some 2,000 press releases in English and French. One third of that output consisted of summaries of meetings of the General Assembly, the Security Council, the Economic and Social Council and their subsidiary bodies and substantive commissions. More than 1,100 press releases included statements, remarks and messages from the Secretary-General and Deputy Secretary-General and material from other United Nations offices and departments.

65. Bringing United Nations meetings, intergovernmental debates and deliberations and events live to global audiences, the Department provided live and on-demand streaming coverage on four different platforms: United Nations Web TV (webtv.un.org); the United Nations channel on YouTube (youtube.com/unitednations); Facebook (facebook.com/UNWebTV); and Twitter (twitter.com/UNWebTV).

66. By September, the audience of the United Nations channel on YouTube was expected to exceed 57 million views and 145 million minutes of viewing time, a 60 per cent increase compared with the previous 12 months. The number of subscribers to the channel grew by 85 per cent over the previous year, approaching 290,000.

67. To facilitate media coverage by global correspondents, the Media Liaison and Accreditation Unit processed approximately 1,000 accreditation requests at Headquarters between March and June 2018 and is expected to process some 3,000 temporary requests for accreditation relating to the seventy-third session of the General Assembly high-level period in September. The Unit alerted members of the press, delegates, staff and others, including more than 41,000 Twitter followers, to activities at Headquarters and to the release of key documents, statements and reports.

68. The Department also continued to monitor global media coverage in many languages and develop its capacity for media and social media analysis, with close to 15,000 clippings of online news articles made from March through May 2018.

E. Video, television and photo

69. United Nations Video continued to produce compelling products highlighting major United Nations themes and issues, with added emphasis on language versions and videos created for mobile, news and social media. In response to changes in audience expectation and interest, as well as a rise in digital and social media, the team moved increasingly towards producing short and impactful videos for digital media partners and airlines, while also working with traditional broadcast outlets.

70. In May 2018, United Nations Video launched its first virtual reality film, in collaboration with *Time Magazine*, *Under the Blue Helmet*. The film, which allows viewers to have an immersive experience of the life of United Nations peacekeepers in the Democratic Republic of the Congo, was placed on the Samsung virtual reality platform, which has an audience of some 2 to 5 million people. It was also shared on *Time Magazine*'s online and social media platforms.

71. United Nations Video worked to engage young people through a film covering the one-day Youth Dialogue held by the President of the General Assembly at Headquarters on 30 May 2018 and a film highlighting the work of Member States with regard to ratification of the Convention on the Rights of the Child.

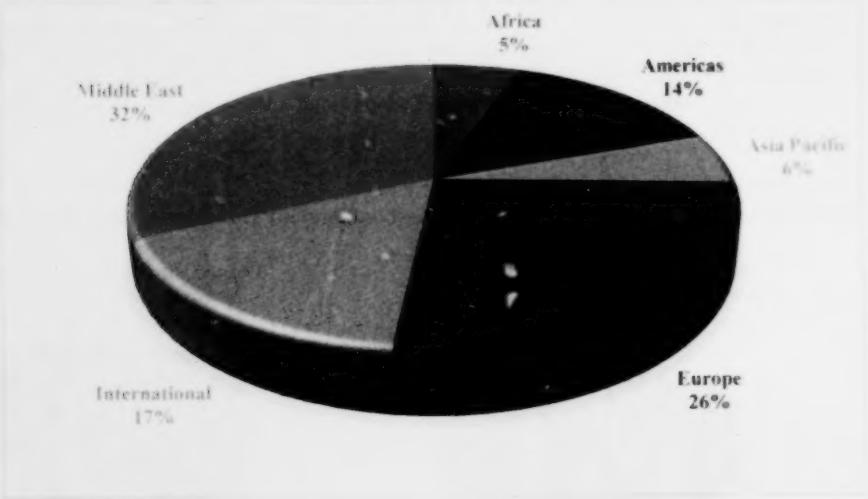
72. Some 20 short films, created for the "Service and sacrifice" campaign, in which gratitude is expressed towards peacekeepers were disseminated to national broadcast media outlets in different languages.

73. The United Nations Photo Library distributed more than 100,000 high-resolution photos during the reporting period and responded to more than 4,000 requests from Member States, the media, publishers, organizations of the United Nations system and the general public. The Library also showcased the work of the Organization using social media platforms. Its Flickr account added 5 million views between January and July 2018, bringing the accumulated number of views to 42 million. The Library also continued to create and add to thematic albums providing users on social media platforms with curated content from United Nations photos.

74. The ongoing large-scale project of digitizing the historically significant United Nations audiovisual collections advanced to include such important and unique assets as a press conference by Eleanor Roosevelt, the Nobel Peace Prize statement by Ralph Bunche and former Emperor of Ethiopia Haile Selassie's welcome speech to the United Nations Commission for Eritrea. Some 37,000 audio discs from the late 1940s to the 1970s have been cleaned, processed and inventoried.

75. The Department's UNifeed operation remained the go-to address for broadcasters seeking raw video on the work of the United Nations and its agencies. According to the Teletrax monitoring system, between March and June 2018, UNifeed materials were aired 23,009 times by broadcasters. The majority of the broadcasters (some 32 per cent) were located in the Middle East (see figure VI). UNifeed coverage included the Secretary-General's visits to hurricane-ravaged areas of the Caribbean, his official visit to Colombia and his visit to Mali.

Figure VI
Broadcasts of UNifeed by region, March–June 2018



IV. Outreach and knowledge services

A. Education outreach

76. In collaboration with United Ambassadors, a Model United Nations organization, the Department of Public Information held a training session on the "UN4MUN" approach to Model United Nations in Geneva in April 2018, at which student leaders and advisers from 20 countries were encouraged to organize their future Model United Nations conferences in line with that approach, which more closely follows the proceedings of the General Assembly. In May, the Department conducted training sessions at the United Nations Office on Drugs and Crime workshop on education for justice Model United Nations in Vienna, which brought together educators, Model United Nations organizers and field staff to learn about the approach.

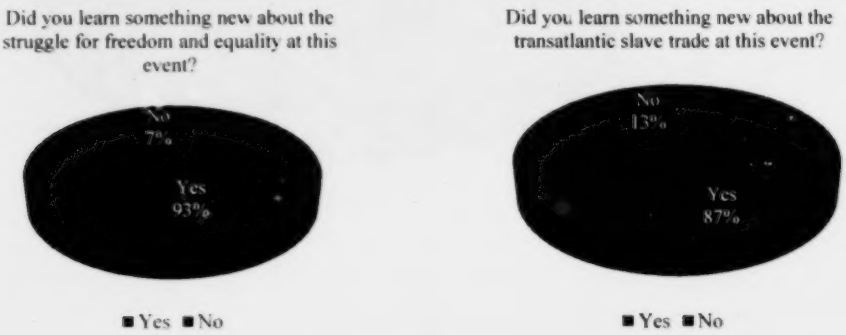
77. To commemorate the International Day of Peace while underscoring Sustainable Development Goal 16, the Department held a global student video conference on the theme "The right to peace: the Universal Declaration of Human Rights at 70" at Headquarters in September 2018, for which it produced related web pages, social media content and print materials in all official languages of the United Nations. Students from the United States and South Sudan presented peace projects with initiatives to promote human rights for all.

78. In April 2018, the Department organized an event with Michel Kichka, author of a graphic novel illustrating the impact on his family of the trauma suffered by his father in the Holocaust.

79. The Department held several events to commemorate the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade (25 March). In March, the exhibit "Remember slavery: say it loud" at Headquarters featured the work of architects of African descent who have faced obstacles in their profession. Also that month, the General Assembly held its commemorative meeting for the International Day, for which the Department organized the participation of the

keynote speaker, Graciela Dixon, former Chief Justice of the Supreme Court of Panama, and coordinated a cultural and culinary event. In addition, the Department organized a briefing for civil society under the theme "Triumphs and struggles for freedom and equality". In April 2018, the Department organized the tenth annual "Remember slavery" global student videoconference with the participation of the Permanent Mission of Mauritius to the United Nations and the Caribbean Community to the United Nations. More than 500 students attended the event, while two dozen more participated from Mexico and Tanzania (see figure VII).

Figure VII
Survey responses: "Remember slavery" global student videoconference, April 2018


Did you learn something new about the struggle for freedom and equality at this event?
No 7%
Yes 93%
Yes No
Did you learn something new about the transatlantic slave trade at this event?
No 13%
Yes 87%
Yes No

80. The Department subtitled the film *Familiar Faces/Unexpected Places: A Global African Diaspora* in French, Russian, Spanish, Azeri, Kiswahili and Portuguese for use by United Nations information centres, which held 90 activities in 23 countries for the March observance.

81. The permanent memorial to honour the victims of slavery and the transatlantic slave trade, the *Ark of Return*, was promoted through on-site weekly briefings for the general public; social media posts of interviews with senior officials at the *Ark of Return* and the websites of the "Remember slavery" programme and the Visitors' Centre.

B. Academic Impact initiative

82. During the reporting period, the Academic Impact initiative continued its outreach to institutions of higher education through its multilingual website showcasing the role of its network of universities in advancing the 2030 Agenda, the effect of partnerships between universities and local governments on development and the significance of intercultural literacy and global citizenship education for unlearning intolerance.

83. In May, the initiative launched a year-long series of web articles on member institution research, teaching and learning as well as community engagement in achieving the Sustainable Development Goals. They highlighted innovative contributions including the work of Unicaf University (Malawi) on maternal and neonatal health, Universidad de Buenos Aires (Argentina) on waste management, New Giza University (Egypt) on international medical collaboration, Meiji Gakuin University (Japan) on refugee support and Chemnitz University of Technology (Germany) on automotive fuel consumption.

84. In April, the initiative organized a conference on how educational institutions, community initiatives and the government are working together in the Indian state of Kerala to further the Sustainable Development Goals. Another event that month convened with Lehigh University (United States) connected hundreds of university students in science, technology, engineering and math around the globe tackling problems of access to clean water and sanitation. A conference held in collaboration with the Asia-Pacific Centre of Education for International Understanding addressed connections of global citizenship education with human rights, as a contribution to achieving the 2030 Agenda. In June, the initiative, together with De Montfort University (United Kingdom of Great Britain and Northern Ireland), organized an international conference based on a network of 38 universities in support of Goal-related action, research and teaching and especially committed to Goal 16, with students sharing initiatives and activities to support migrants and refugees in the framework of the Sustainable Development Goals.

85. The initiative, whose network has expanded to over 1,200 institutions in some 125 countries, with recent vibrant growth in Africa, Latin America and the Arab region, remained involved in the Group of Friends for Global Citizenship Education co-chaired by the Permanent Missions of Qatar and of the Republic of Korea to the United Nations.

C. Engagement with young people

86. To raise awareness about youth needs and rights, the Office of the Envoy on Youth, supported by the Department, participated in numerous events during the reporting period. The Envoy undertook missions to several countries, where she engaged with government officials, United Nations representatives and members of civil society.

87. In March 2018, on the margins of the sixty-second session of the Commission on the Status of Women, the Office organized the Youth Dialogue and the event on the theme "Lessons learned from the implementation of the women and peace and security agenda: recommendations to advance the youth and peace and security agenda".

88. The Envoy on Youth provided a briefing to the Security Council on the progress study on youth and peace and security in April 2018 and made remarks at the high-level meeting of the General Assembly on peacebuilding and sustaining peace. In May, she spoke at the Youth Dialogue held by the President of the General Assembly at Headquarters.

89. In June 2018, the Office of the Envoy, in partnership with the Office of the United Nations High Commissioner for Human Rights and the European Youth Forum, jointly hosted a side event to the thirty-eighth session of the Human Rights Council in Geneva on youth and human rights and one in New York in conjunction with the humanitarian affairs segment of the Economic and Social Council.

90. The Envoy on Youth spoke at the opening of the high-level segment of the high-level political forum on sustainable development in July and participated in its first "Sustainable Development Goal media zone". On World Youth Skills Day (15 July), the Office of the Envoy, jointly with UNESCO, the International Labour Organization and the Permanent Missions of Portugal and of Sri Lanka to the United Nations, organized an event on youth skills for sustainability and innovation at Headquarters.

D. Sales and marketing

91. In the context of the seventieth anniversary of the Universal Declaration of Human Rights, the Department partnered with the publishing industry to amplify the reach of the corresponding campaign. It also created a new design for the anniversary edition of the Declaration and related merchandise for sale in the United Nations Bookshop. Recording kiosks were set up in the Bookshop, as well as at selected international publishing events, for visitors to record themselves reading an article from the Declaration in their language.

92. To promote private sector partnerships on development projects, United Nations Development Business participated in the ninth annual International Infrastructure Investment and Construction Forum in Macao, China, in June 2018.

93. The Department has begun distributing UNESCO publications in all official languages of the United Nations through its international distribution channels, including the outlets of the United Nations Bookshop, through print-on-demand wherever possible.

94. The *Sustainable Development Goals Report 2018*, released in June, was highlighted on the home page of the United Nations iLibrary platform in all available languages.

E. Publications and editorial

95. The launch of the International Decade for Action, "Water for Sustainable Development", 2018–2028, was supported in Issue 1, 2018, of the quarterly magazine *UN Chronicle*, which focused on ensuring the availability and sustainable management of water for all.

96. The latest edition of the guidebook *Basic Facts about the United Nations* was issued in French and Spanish in the first half of 2018, both digitally and in print. The release of the Arabic, Chinese and Russian versions is expected in the second half of the year, both digitally and in print. This is the first time that an edition of the book will be issued in all six official languages of the United Nations and available in digital and print versions.

97. The online-only publication Yearbook Express, featuring summarized content from the *Yearbook of the United Nations* in all official languages of the United Nations, continued to expand the scope of its availability to older volumes of the authoritative reference work from previous decades, as well as to the most recently published edition. At present, the Yearbook Express has been completed, in all six official languages of the United Nations, for the volumes of the *Yearbook of the United Nations* for 2003 to 2011.

F. Dag Hammarskjöld Library

98. The United Nations Digital Library continues to grow and is becoming the central repository of the Secretariat. A year after its launch in May 2017, the number of downloads reached a total of 2.7 million. During the period March–May 2018, the total number of downloads was 711,000.

99. The Dag Hammarskjöld Library published two new guides during the reporting period, entitled "United Nations documentation: development" and "United Nations system documentation". Ask DAG, the online resource for frequently asked questions, was accessed more than 400,000 times.

100. During the reporting period, the Library received some 1,550 requests for information support from permanent missions and over 2,000 from United Nations staff. It offered more than 70 training sessions in English, French and Spanish, with a total of 650 attendees, of whom 320 were staff and delegates from Permanent Missions.

101. The Library also digitized and uploaded more than 11,500 historical United Nations parliamentary documents and publications. Some 10,500 current official United Nations parliamentary documents were analysed, indexed and added to the Library's online systems. In addition, the Library produced and disseminated the Index to Proceedings of the Security Council (seventy-second year — 2017) and the Index to Proceedings of the General Assembly (seventy-first session — 2016/17).

G. Non-governmental organizations, advocacy and special events

102. The Department continues to facilitate meaningful stakeholder engagement in United Nations processes, including the General Assembly high-level meeting on peacebuilding and sustaining peace in April 2018, the Youth Dialogue convened by the President of the General Assembly in May 2018 and the High-Level Meeting of the General Assembly on the theme "Financing for the Sustainable Development Goals: breaking the bottlenecks of investment, from policy to impact" in June 2018.

103. In partnership with the Executive Committee of Non-Governmental Organizations Associated with the Department of Public Information, the NGO Relations Unit will organize the sixty-seventh Department of Public Information/NGO Conference under the theme "We the peoples: finding global solutions for global problems", to be held at Headquarters on 22 and 23 August 2018. The Conference will focus on the value of multilateralism, opportunities offered by the repositioned United Nations development system for closer partnership with civil society, and innovation in support of the implementation of the Sustainable Development Goals.

104. Young people will play a pivotal role in the planning of the Conference. The Youth Subcommittee of the Conference has conceived of various events to be held at a "Youth hub", a dedicated space for young people at the Conference, including one-on-one conversations, panel discussions and workshops with youth leaders, senior United Nations officials and representatives of civil society organizations, Member States, academia and the private sector. The Conference will also include the drafting of a Youth Declaration, by young people, through extensive consultation among young people across the world.

105. The Department is continuing its collaboration with Mattel to incorporate the Sustainable Development Goals into storylines of the animated children's television series Thomas and Friends. A launch event will take place in September 2018 at Headquarters to coincide with the release of the television series in the United States. A campaign website hosting Sustainable Development Goal-inspired Thomas and Friends content will go live ahead of the event.

106. In March 2018, the Department organized a side event to the sixty-second session of the Commission on the Status of Women on the role of film and television producers in empowering women. Speakers included Academy Award-winning producer Donna Gigliotti. The observance of World Autism Awareness Day (2 April) at United Nations Headquarters focused on the importance of empowering women and girls with autism and involving them in policy and decision making to combat discrimination.

107. The Messengers of Peace provided social media support for various campaigns and initiatives. Messenger of Peace Jane Goodall recorded a social media video for the "Beat plastic pollution" campaign (#beatplasticpollution) of the United Nations Environment Programme on the occasion of World Environment Day (5 June). Also that month, Messengers of Peace Princess of Jordan Haya Bint Al Hussein, Daniel Barenboim, Jane Goodall, Yo-Yo Ma and Charlize Theron shared the Secretary-General's "100-day countdown" message for the International Day of Peace (21 September) on their own platforms. Several Messengers of Peace, including Paulo Coelho, expressed their support for the "Not a target" campaign (#notatarget) for World Humanitarian Day on social media.

H. Visitors services

108. Through direct outreach, the Visitors Services in New York, Geneva, Vienna and Nairobi educated well over 1,000 visitors every day about the work and history of the United Nations, as well as about such topics as the Sustainable Development Goals, human rights, peacekeeping, disarmament and decolonization. During the reporting period, Visitors Services conducted guided tours in 22 languages, including the official languages of the United Nations, for some 289,000 visitors (New York: 160,000; Geneva: 87,000; Vienna: 38,000; Nairobi: 4,000). More than half of the visitors were young people. In addition, the Services organized briefings by United Nations officials for some 20,000 people, primarily students, in multiple languages, through outside speaking engagements conducted away from Headquarters, as well as through Skype. Special programmes for students, young journalists, non-governmental organizations, VIPs, tourism professionals and others helped to augment outreach, especially through coverage in traditional and social media.

109. The Reham al-Farra Memorial Journalism Fellowship was awarded in 2018 to 15 young journalists from developing countries and countries with economies in transition. They were invited to attend training at Headquarters from 16 September to 6 October 2018 on the United Nations and to report on the seventy-third session of the General Assembly.

110. A free mobile app displaying the works of art and architectural elements located in public areas of Headquarters is now available in all official languages of the United Nations.

I. United Nations intranet (iSeek) and deleGATE

111. During the reporting period, close to 400 stories in English and French and 700 global and local announcements on key management issues, the Secretary-General's initiatives, including the gender parity strategy, and United Nations events were posted on the United Nations intranet, iSeek, and on deleGATE. The Department has fully integrated the intranet of the Department of Political Affairs into iSeek and has initiated discussions on integrating other local intranets. Work on migrating deleGATE to the iSeek platform is ongoing.

J. Graphic design

112. The Graphic Design Unit of the Department continued to support United Nations information centres and other Secretariat departments by providing visual communication and graphic design solutions, including multilingual design services, for public information campaigns, including the "Not their war" children and armed conflict campaign (#nottheirwar), conferences and publications, and high-level

events of the General Assembly as well as the humanitarian affairs segment of the Economic and Social Council.

V. Deepening a culture of evaluation

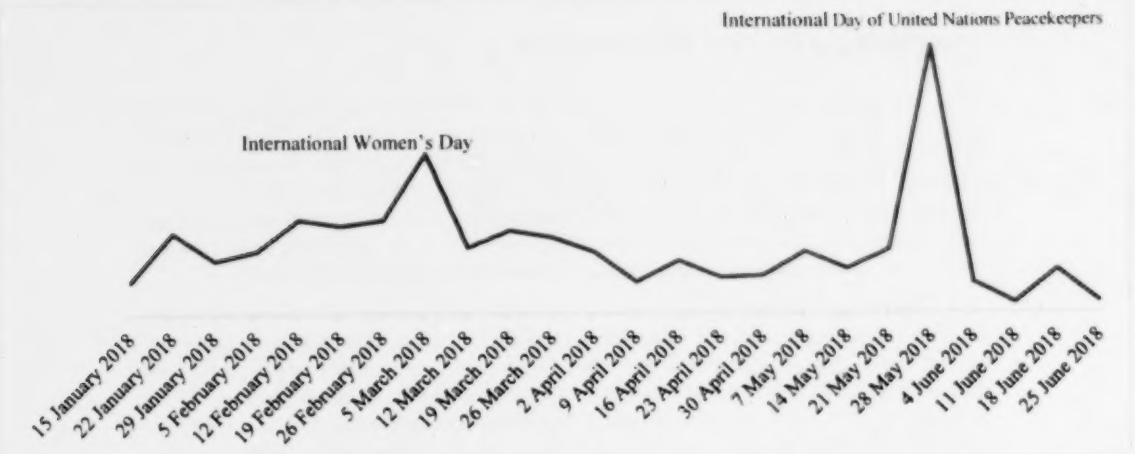
113. The Department maintains its commitment to a culture of evaluation with the objective of enhancing the effectiveness of its products and activities. The Evaluation and Communications Research Unit conducts evaluations for the Department and provides technical support to programme managers in carrying out their self-assessments. In addition, the Unit builds capacity for communications measurement and routinely tracks metrics for monitoring and reporting purposes, including on traditional news media and social media coverage and website performance.

114. During the period January to July 2018, the Evaluation and Communications Research Unit evaluated the "Service and sacrifice" campaign that was designed, coordinated and implemented by the Department in collaboration with the Department of Peacekeeping Operations. The digital aspect of the campaign, which features tailored content for troop- and police-contributing countries and messages of gratitude for the personal service and sacrifice of peacekeepers aimed at key audiences in the military, Governments and civil society sectors.

115. Preliminary results of the campaign's social media strategy have illustrated that it has been effective in reaching audiences at the global and country levels. Since January 2018, the campaign's hashtag (#servingforpeace) has been mentioned in more than 34,000 posts, with nearly 1 million engagements (see figure VIII). Social media audiences worldwide were particularly engaged on the key dates of International Women's Day (8 March) and the International Day of United Nations Peacekeepers (29 May).

116. In a country-level example, the campaign in Nigeria successfully reached and engaged with influencers on Twitter in the military and Government sectors, as well as civilians. Campaign messages tailored for audiences in Nigeria were shared by the Twitter accounts of the Presidency of Nigeria, the federal Government, Defence Headquarters of the Nigerian Armed Forces and the Nigeria Police Force conveying their recognition and gratitude for the peacekeepers. Other messages amplified campaign content among audiences in the security sector and civil society in Nigeria. Further analysis on similar outcomes is expected to provide important feedback for the Department's future planning of peacekeeping-related campaigns.

Figure VIII
Social media mentions of the campaign hashtag #servingforpeace



VI. Conclusion

117. In shifting towards a Department of Global Communications, the Department of Public Information will continue to work with Member States as it identifies and implements improvements, including those based on best practices and industry standards, across the Department in a deliberate and coordinated way. It will continue to be guided by the priorities established by the Committee on Information as it seeks to better deliver the mandates entrusted to it, and it will adapt to the relevant changes emerging from the other reform streams on management, the United Nations development system and peace and security. In all of this, the Department will remain focused on its primary aim: to become a modern communications operation that ensures that it is a global leader in information and content about the purposes and work of the United Nations for the benefit of those it serves.